

STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; while Wisconsin has been successful in reducing underage drinking, preventing children and youth from using and abusing alcohol remains a challenge that affects all Wisconsin communities and families; and

WHEREAS; childhood is a critical period of physical and emotional growth, and underage drinking exposes kids' developing brains, mental health, and lives to serious damage; and

WHEREAS; research supports the effectiveness of conversations between children and trusted adults about challenging topics, such as underage drinking; and

WHEREAS; prevention experts recommend beginning alcohol education at age eight with brief, frequent, person-to-person discussions, based on research indicating that this is when children start to form their earliest opinions about alcohol and alcohol use; and

WHEREAS; the Wisconsin Department of Health Services is launching the "Small Talks" public awareness campaign to provide information and guidance to parents and other adults for talking with children about underage drinking; and

WHEREAS; Alcohol Awareness Month, observed nationally every April, presents an opportunity for all Wisconsinites to learn more about preventing and reducing underage drinking, empowering local prevention coalitions to share information and promote the use of "Small Talks" within families;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim April 2020 as

SMALL TALKS ALCOHOL AWARENESS MONTH

throughout the State of Wisconsin and I commend this observance
to all of our state's residents.

IN TESTIMONY WHEREOF, I have
hereunto set my hand and caused the
Great Seal of the State of Wisconsin to
be affixed. Done at the Capitol in the
City of Madison this 19th day of March
2020.

A handwritten signature in black ink that reads "Tony Evers".

TONY EVERS
GOVERNOR

By the Governor

A handwritten signature in blue ink that reads "Douglas LaFollette".
DOUGLAS LAFOLLETTE
Secretary of State